

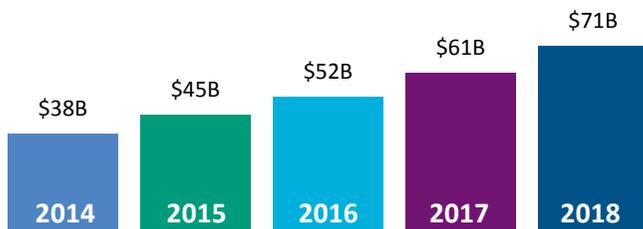


## DRIVING ROI IN THE CONNECTED HOME

### CONNECTED HOME GROWTH

Global demand for connected home solutions is expected to reach \$71B by 2018. Over the last two years, many operators have launched digital or connected home services, offering monitored security, automation, energy management and adjacent solutions. However, adding a fourth or a fifth offering to the mix can be challenging from a channel, marketing, and customer value management standpoint. Additionally, there are various competitive options including do-it-yourself solutions as well as full service over-the-top offerings.

*Global Smart Home Revenues*



Source: Juniper

### OPERATOR PAIN POINTS

Connected home offerings open operators to a variety of service evolution paths and monetization models. At the same time, capturing the market opportunity and effectively serving it raise numerous questions for service providers:

- How can I better target customers interested in connected home solutions?
- What are the best packages and offers to increase probability of purchase?
- How have connected home solutions impacted customer lifetime value?
- How does usage vary across connected home customers? How is this correlated with other broadband, TV, voice and wireless product usage?

- What connected home features drive customer engagement? What features are less valuable?
- What actions can be taken to minimize false alerts and/or service failures?
- What, if any, predictive actions should operators take to minimize costly care calls associated with service problems?
- How can product features be changed to improve the connected home service experience through data driven, predictive actions?

### OUR SOLUTION

Cartesian's Strategic Analytics Solution offers service providers a robust platform for driving value from their connected home solutions. Offering robust customer and product level analytics, our solutions deliver both real time and segment/market/time driven needs, answering all of the above questions and more.

### CARTESIAN DIFFERENTIATION

Building upon our heritage as experts to the TMT sector, we understand the challenges and opportunities service providers face in the connected home arena. Our strategic analytics teams operate as extensions of your connected home business units to ensure standard reporting and ad hoc analytics meet near-term and long-term business objectives. Whether supporting new marketing campaigns or assessing churn drivers across variances in home automation usage, security settings and portal preferences, our data analytics drive operational improvements and evolving go to market strategies. Like all of our strategic analytics solutions, by delivering both the team and the technology, we help operators to accelerate growth and reduce operating costs through ROI-positive analytics that pays for itself.

For more information, contact  
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